

Iowa Department of Administrative Services – Human Resources Enterprise
Classification Series Guidelines

Information Specialist Series

Classes in the Series

<u>Class Code</u>	<u>Class Title</u>
00750	Information Specialist 1
00751/90751	Information Specialist 2
00754/90754	Information Specialist 3

Series Concept

Classes in this series are responsible for disseminating information about the activities of a department through newspapers, radio, television, periodicals, pamphlets, brochures, and other media. Employees are also responsible for advising management on public relations implications of management decisions and serving as spokesperson for the department to media representatives.

Exclusions

Full supervisory positions are generally classified in the Public Service Executive series.

Positions involved in technical writing of manuals or other material, which requires the application of substantial technical subject matter knowledge. Such positions are generally classified in the Management Analyst series or specialized agency classes.

Positions whose primary responsibility is the presentation of information by visual means. Positions performing work of this type are classified in such classes as Graphic Artist, Photographer, Photographic Processor or Videographer.

Class Distinctions

Information Specialist 1

Most positions at this level work with higher-level Information Specialists in an agency's public information program. Assignments are normally straightforward from relatively accessible sources such as interviews, documents and reports. Employees, after analyzing the facts, develop written informational materials such as news releases, agency publications, newsletters and other publications such as pamphlets and brochures.

There will normally be some contracts with the news media and the general public to clarify or inform them of agency policies and programs.

Information Specialist Series

Information Specialist 2

Positions classified at this level function in one of the following capacities:

- Responsible for planning and developing the public information program for an agency or a division of a large department. On occasion, the person will serve as spokesperson for the agency on controversial issues. Normally, the employee is not involved in controversial matters or they are handled by a higher-level management employee. Employees work under the general supervision of a non-public information employee.
- Responsible for planning and developing a section or segment of a public information program within a large public information organization. An Information Specialist 3 generally oversees the work of employees at this level.

Information Specialist 3

Positions at this level are responsible for planning and developing the public information program for a medium to large department where the assignments deal with complex, technical subject matter and controversial issues. The employee frequently meets with news media representatives and general public groups to explain the department's position on sensitive and controversial issues.

Also classified at this level, are positions that oversee the work of lower level Information Specialists, Photographers, Graphic Artists and other technical or support employees. These positions are found in departments with a large public information organization.

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